

HISTORICAL OVERVIEW

Public housing has been described by some as "one of the city's rawest nerves." With the influx of substance abusers during the past 20 years, public housing has been the constant target of criticism -- some deserved, but much of it unfounded.

Certainly there have been many positive strides in public housing over the past 30 years, yet, the bitter taste of strikes by the tenants, buildings torn down before the replacements could be finished, and innuendos of administrative improprieties seem to tear and divide public housing from the more upbeat, positive accomplishments that are taking place everyday. Public housing need not be a symbol of failure.

Information on the positive aspects of public housing must be addressed if these negative connotations are to be turned around in the minds of the public.

For instance, the fact that waiting lists for affordable housing exist just confirms the fact that urban residents still look to public housing as a possible housing choice. The fact that graduating youngsters who happen to live in public housing are celebrated by the local newspaper for their academic achievements confirms the reasoning that given half a chance, urban youngsters, who live in public housing, can do as well in school as their suburban counterparts. Bonafide tenant organizations attest to the fact that

the residents themselves are as concerned about their living environment as is their landlord, the Newark Housing Authority [NHA].

In an effort to alleviate many of the negative thoughts associated with public housing, Angus Communications, Inc. [ACI], is willing to assist the NHA in launching a fresh, new, dynamic campaign that will capture the attention not only of residents in Newark, but nationwide. As the City of Newark gains national prominence for its renaissance, its public housing program should also be positioned to serve as a role model for other metropolitan areas.

In addition to the items outlined in the NHA's pre-proposal conference, and RFP, ACI can offer a wide range of services that includes:

- o Public Relations
- o Publicity
- o Promotional Events
- o Collateral Materials
- o Production & Printing
- o Photography

These services will be accentuated by our knowledge of community relations and public affairs, advertising (design and layout), strategy counselling and crisis communications management, conference organizing and by our ability to conduct population and business surveys.

We are experienced with the operation of the City of Newark, its education system, and its public housing structure. We welcome the opportunity to provide this public relations proposal. Our thoughts and recommendations concerning the various components outlined in the RFP from the Newark Housing Authority follow this narrative.

II. PUBLIC RELATIONS OBJECTIVES

- o To garner positive publicity for the Newark Housing Authority by arranging a series of events and photo opportunities that will attract local media attention. The major goal of Anngue Communications, Inc. will be to place a series of feature articles, profiles and upbeat stories in the metropolitan press that can be used as a basis to solicit national placements.
- o To assist the Newark Housing Authority in promoting national housing leaders during their visits to Newark. The firm will arrange for the housing dignitaries to meet with local officials and coordinate receptions appropriate for the occasion.
- o To assist staff members of the Newark Housing Authority by coordinating special forums to foster goodwill and assure the timely implementation of specific programs.
- o To serve as backup for the staff at important meetings or conferences. The firm will advise the Executive Director of the ongoing effectiveness of the publicity campaign by submitting

monthly progress reports on the activities performed.

- o To write the copy and oversee the design, production and printing of the annual report, all brochures and pamphlets and press materials. This supervision also will include coordinating photographic services.

III. STRATEGY

To achieve optimal results, Anngus Communications will prepare a detailed, month-by-month timetable that incorporates an agressive public relations plan, promotional activities and special events.

A. PUBLIC RELATIONS PLAN:

From the onset, ACI would schedule a series of meetings with the NHA/Public Information staff.

The initial meeting should include the Executive Director, and/or Commissioners who serve on the NHA Board, and any others who would be helpful in our efforts to implement the ideas contained in this proposal.

The purpose of these meetings will be to set the agenda, where possible, of various events to be held during the year. This would include scheduling all known community meetings and ACI would make suggestions of other possible events in which NHA/PI staff should be involved.

ACI would prepare professional biographies for NHA's Executive Director and the Commissioners, and arrange to have professional photographs taken.

In addition, representatives of ACI will meet with the staff person who supervises the Family Services Division to get a clear understanding of the department and to work with its staff to schedule meetings/events/conferences for the year.

ACI also would work with the staff to prepare historical documents, albums, and other memorabilia that would be invaluable for future reference. This album would include all of the positive things that are now going on in public housing, such as pictures with tenants, staff and visiting dignitaries.

B. PUBLICITY CAMPAIGN:

Strategies on increasing local, state-wide and nation-wide exposure takes many forms. ACI will undertake an aggressive campaign that will include placing stories with magazines and "housing" journals, and organizing and producing videos for cable TV. ACI will also make suggestions to the NHA staff on which national housing (and other applicable) conferences staff might attend where forums are available to discuss, report on, or outline how public housing is faring in this town, state and nation.

C. PROMOTIONAL EVENTS:

ACI would coordinate a series of forums/conferences to be sponsored by the NHA where the Executive Director and/or the Commissioners would serve as speakers or in some other capacity (ie. moderators, panelists, etc.).

Initially, a total of four local forums might be scheduled for the year.

The forums be jointly held by the NHA and other community based organizations as a form of information exchange, to give advice and counsel to the tenant population, or to discuss new and innovative programs and to get feed-back from the tenants on how best the NHA might continue to service their needs.

These forums might also turn into "travelling units" where the local NHA staff meets with other housing officials from around the country to discuss the goals and objectives of the public housing industry for the 90's.

ACI is willing to design a forum/conference to be sponsored by NHA designed to call housing officials

from around the state and the nation to discuss public housing in an open arena.

In our view, the Newark Housing Authority, its staff and programs needs to be promoted and marketed in a more positive light.

In this regard, NHA might consider serving as co-sponsor for community related events. This would require that the NHA staff and ACI staff work together in conjunction with identifying organizations, groups and agencies that are sponsoring special events that might impact on public housing tenants.

The NHA might elect to send tenants as representatives to these functions, or NHA might elect to have certain services available to tenants. These services might include the following:

- o health screening clinics for infants, youth and families
- o book mobiles operated in conjunction with the library
- o recreation vehicle for summertime entertainment
- o vehicle to assist with security/police type matters;

- o NHA might better promote the services it provides to tenants, such as maintenance, tenant-management, security, etc.

D. COLLATERAL MATERIALS:

After a review of brochures that NHA currently has available, ACI will determine their effectiveness and recommend additional ways they can be used to enhance NHA's image. This might include:

- o Producing a brochure that details the administrative structure of NHA, the Commissioners, and one on its day-to-day staff operations;
- o Developing a brochure on housing that will be available to tenants seeking low-income shelter. The brochure would list the benefits of public housing.
- o Issuing a pamphlet with a detailed description on the historical perspective of public housing that lists notable Americans many of the housing projects are named after.
- o A survey that outlines public housing consumer expenditures, likes and dislikes, (how tenants spend their money and on what marketable items) for use by local merchants who may want to upgrade the availability of

products and services to public housing tenants.

ACI is also able to produce press kits, press/news releases, video news releases, and newsletters.

E. PRODUCTION & PRINTING:

ACI currently has access to several notable printing firms in the Newark/Essex County area. Our contacts include minority and non-minority printers.

For extremely large jobs, ACI would use the services of printing outfits that can handle the load.

This would be determined by the size and the diversity of the job, ie. collateral materials that need four ink colors and high grade paper would require a more sophisticated printer as compared to a basic black and white document which can be done quickly by a smaller printing firm.

F. PHOTOGRAPHY:

ACI also has access to several excellent photographers in the area. Having a photographer "on call" means accessibility to quality work, quick turn-around for proofs and/or contact sheets, and quick printing of photos.

In the past, ACI has used several photographers to cover major events and has been pleased with the results. As well, ACI's clients have boasted of the quick turn-around of pictures/photographs needed.

Again, we welcome the opportunity to submit this proposal to the Newark Housing Authority for public relations services. We are happy to present our thoughts on items as outlined in the RFP and at the pre-proposal conference.

Based on our past experience with public housing matters, as well as our expertise in dealing with issues affecting the greater Newark community, the State of New Jersey and our contacts on the national level, we feel Anngus is uniquely qualified to design and implement a creative, effective and efficient public and community relations program for the Newark Housing Authority.